

## Creating a Strategic Communication Plan E-Learning Module

### Worksheet 1 – Identifying Goals and Objectives

1. What do you need your communication activities to help you achieve this year?

Examples: More people enroll; Partners refer to our services; Increased funding.

Outcome 1: \_\_\_\_\_

Outcome 2: \_\_\_\_\_

Outcome 3: \_\_\_\_\_

2. Write down 3-5 communication goals you need to accomplish this year:

Examples: Raise awareness with target audience; Alert partners to our services; Reach funders through media or direct meetings

Goal 1: \_\_\_\_\_

Goal 2: \_\_\_\_\_

Goal 3: \_\_\_\_\_

3. Now, break down each of your goals into specific objectives.

Remember, make them SMART – Specific, Measureable, Attainable, Relevant, and Time-bound (include a time frame).

**Make objectives SMART**  
**Specific, Measureable, Attainable, Relevant, and**  
**Time-bound (include a timeframe)**

